

Rep Order# 6849036 Ver# 3 Mod# 1 Status Confirmed Traffic Order# 106190

EC'd Yes

Printed: 09/13/2012 9:58 AM
Last Received: 09/12/2012 6:59 AM

1 of 7

Station KSNV-TV LAS VEGAS, NV.

Advertiser (AFSCME)
Product AFSCME

Estimate# LISACABANEK
Buyer
Phone#
Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102

Agency CP1/PZ2E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=*

LT	In	Day	Time	Program	In	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	W-F	5A-6A			:30	\$600.00	09/12-09/14	2	1	2	\$1,200.00	
2	M-F	5A-6A			:30	\$600.00	09/17-09/21	3	1	3	\$1,800.00	
3	M-TU	5A-6A			:30	\$600.00	09/24-09/25	1	1	1	\$600.00	
4	W-F	6A-7A			:30	\$1,000.00	09/12-09/14	2	1	2	\$2,000.00	
5	M-F	6A-7A			:30	\$1,000.00	09/17-09/21	3	1	3	\$3,000.00	
6	M-TU	6A-7A			:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
7	W-F	7A-9A			:30	\$1,500.00	09/12-09/14	2	1	2	\$3,000.00	
8	M-F	7A-9A			:30	\$1,500.00	09/17-09/21	3	1	3	\$4,500.00	
9	M-TU	7A-9A			:30	\$1,500.00	09/24-09/25	1	1	1	\$1,500.00	
10	W-F	9A-10A			:30	\$900.00	09/12-09/14	2	1	2	\$1,800.00	

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Station KSNV-TV LAS VEGAS, NV.

Advertiser () AFSCME

Product AFSCME

Estimates# LISA CABANEL

Buyer Phone#

Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT In Day Time Program

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

--- --- --- --- --- :30 \$325.00 09/12-09/14 2 1 2 \$650.00

--- --- --- --- --- :30 \$325.00 09/17-09/21 3 1 3 \$975.00

--- --- --- --- --- :30 \$325.00 09/24-09/25 1 1 1 \$325.00

Buyline Comment: NEWS

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Showing Buylines: All Lines Printed: 09/13/2012 9:58 AM
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Station KSNV-TV LAS VEGAS, NV.
Advertiser (AFSCME
Product AFSCME
Estimate#
Buyer LISA CABANEL
Phone#
Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
53	M-F	1135P- 1235A			:30	\$750.00	09/17-09/21	5	1	5	\$3,750.00	
54	M-TU	1135P- 1235A			:30	\$750.00	09/24-09/25	2	1	2	\$1,500.00	
55	W-F	1235A- 135A			:30	\$425.00	09/12-09/14	3	1	3	\$1,275.00	
56	M-F	1235A- 135A			:30	\$425.00	09/17-09/21	5	1	5	\$2,125.00	
57	M-TU	1235A- 135A			:30	\$425.00	09/24-09/25	2	1	2	\$850.00	
59	M-F	430A-459A			:30	\$200.00	09/17-09/21	1	1	1	\$200.00	
60	SU	12A-1A			:30	\$175.00	09/23-09/23	1	1	1	\$175.00	

Buyline Comment: TONIGHT SHOW
Buyline Comment: TONIGHT SHOW
Buyline Comment: LATE NIGHT
Buyline Comment: LATE NIGHT
Buyline Comment: LATE NIGHT

—SALES MONTHLY TOTALS—
—REPORT TOTALS—
Report Totals: 122 / \$99,700.00
Sales Totals: 122 / \$99,700.00

Sep 12: 122 / \$99,700.00
Sales Totals: 122 / \$99,700.00

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () AFSCME
Product AFSCME
Estimate#
Buyer LISA CABANE
Phone#
Fax#

Station Totals: 122 / \$99,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P/I/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—COMPETITIVE—
Market Totals \$453,182
SHARES ESTIMATED

CATV	0%	KBLR	0%	KINC	0%	KLAS	28%	KSNV	22%
KTNV	1.2%	KTUD	0%	KVCM	2%	KVMY	1%	KVNU	35%
XXXX	0%								

Books NOV12
Demos RA35+

— CREDIT RISK —
INSUFFICIENT INFO FOR CREDIT ASSESSMENT